

SIERRA MADRE NEWS

VOL. IX.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, APRIL 16, 1915.

NO. 29.

FESTIVAL IS BIG SUCCESS FINANCIALLY

With a whirl of gaiety and the enthusiasm engendered by the success of the enterprise, the 1915 Flower Festival came to a close Saturday night. In spite of what was commonly called an "off year" the net receipts were within about \$100 of the largest amount realized from a festival, and the sum total of enjoyment afforded by the event probably topped the record.

Detailed reports have not been compiled by the festival committee. Gross receipts, however, were approximately \$1850. Expenses were approximately \$900, leaving a net balance of about \$950 on hand. The gross receipts show a considerable falling off from last year, but the committee had adopted a policy of rigid economy and by careful management brought down the expenses to a point where the net returns form a glowing eulogy upon the work of Mrs. Wright and her co-workers of the committee.

Advance subscriptions to the guarantee fund were slightly less than last year, amounting to \$177. Of this amount \$250 was contributed by the city, \$200 by the Merchants' Association and \$50 by the Board of Trade. A more detailed report of the financial transactions of the committee will be published in the near future.

The high standard of entertainment set by the first night's vaudeville was maintained in all the other events of the festival. Each proved a winner in its own class, meeting with an enthusiastic approval which must have been most flattering to the various people in charge.

Brahms Trio Recital

For sheer musical excellence the recital of the Brahms trio, with the songs of Mrs. Willis E. Tiffany, probably reached the high water mark to date in Sierra Madre. The work of the trio represents the highest type of pure music and Messrs. Selling, Simonsen and Grunn have been working together long enough to give their work a finish seldom reached in ensemble playing. Constant improvement has been noticeable as they have played here from year to year.

The solo numbers seemed more popular than the trio with the audience, though it may have been due to the cumulative enthusiasm aroused as the program progressed after the opening number by the trio. Axel Simonsen is becoming a wonder worker with the cello. His playing is more finished each year and he secures a tone that is so smooth and rich as to baffle the search for suitable adjectives. Mr. Selling's violin number was more melodious and less pyrotechnic than the selections he has usually given us and was even more cordially received. Mr. Grunn's piano solo and accompaniments were not the least popular of the program.

Mrs. Tiffany was about the most thoroughly satisfying singer heard on a Sierra Madre program. Her voice possesses power and sweetness to a degree in which these qualities do not often go together. Perfect control and enunciation and an exceedingly pleasing stage presence added to the combination of qualities which so delighted her audience. And wasn't it a pleasure to behold a good looking woman sing difficult notes without painfully distorting her face, but rather doing it as if it were a joy?

Children's Operetta

As usual the school children's program attracted the biggest audiences of the festival, the club house being packed to overflowing. The rendering of the operetta "Flowerland" was received with unbounded enthusiasm. Solos and chorus numbers showed the effect of most careful drilling, the costumes were irresistible and there was never a hitch or a break in the performance. The whole event reflected great credit upon the Misses Carson, Gardner, Goudy and Thompson who had drilled the children.

Following the operetta the floor was cleared for an hour of dancing by the children. In the evening the closing dance drew the usual crowd and brought the festival to a delightful close.

EPISCOPAL CHURCH

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, rector. Vested choir. Second Sunday after Easter. Holy communion 7:30 a. m. Sunday school 9:45 a. m. Morning prayer and sermon 11 a. m. Lecture on Confirmation, 4:30 p. m. All are cordially invited.

HOME OF TRUTH

"Knowledge and Good Judgment" will be the subject of the fifth lecture on "True Being," which will be given Sunday at 3:30 p. m. at the Home of Truth, corner of Auburn and Carter avenue. Service conducted by Harriet C. Hamor. Everyone cordially invited. Sunday school at 2 o'clock. All children welcome.

SEEN ANY BATRACHOSEPS?

Batrachoseps Major and Bufo Cognatus Californicus are the subject of a recent publication of the University of California, being two new amphibians from Southern California observed by Charles Lewis Camp in his work in the California Museum of Vertebrate Zoology. Batrachoseps major is a member of the salamander family and to the lay reader the chief point in which it differs from its fellows is in having one wrinkle more or less on its tummy. Of the twenty-five or more specimens examined most were found in or near Sierra Madre. Bufo cognatus is a toad of a subspecies not heretofore reported by the naturalists.

RECALL MOVEMENT FAILS

Arcadia has been wrought up during the last fortnight by agitation of a recall movement directed against Trustees J. A. Stoker and C. A. Billings. C. C. West and C. M. Pedley were circulating the petitions. Signatures were secured in sufficient numbers but so many names were withdrawn after the filing that the city clerk declared the petitions insufficient, as well as alleging that the requirements of the law had not been complied with in the witnessing of signatures. Consequently he refused to certify to the sufficiency of the petitions and the administration forces regarded the recall movement as a failure. Disagreements over the purchase of a municipal reservoir site were among the causes back of the recall movement.

FESTIVAL LAUDED BY CONGRESSMAN

Among all the flower show visitors none was more enthusiastic than Congressman and Mrs. Charles H. Randall who were here on Friday and Saturday. Friday's visit was little more than a hurried call, but so delighted were they with the display that they were easily persuaded to return on Saturday for a more leisurely inspection. They arrived in time for the school children's performance which they enjoyed to the utmost and they complimented the teachers in charge with keen appreciation.

The magnitude and perfection of the floral display impressed Mr. and Mrs. Randall deeply. But the thing which stood uppermost in their mind was the importance of the annual festivals as a community event. The effect of bringing together so many people in efforts for a common cause, with the exhibition and excellent programs provided, could not be otherwise than permanently beneficial, said Mr. Randall.

In the evening Mr. and Mrs. Randall were the guests of honor at a little dinner party given by Mr. and Mrs. George B. Morgridge and served at the club house. Other guests were Mayor and Mrs. J. M. Beard, Mr. and Mrs. C. W. Jones and Mrs. Elizabeth J. Morgridge.

AUTO STAGE RUNNING

Los Angeles people whose names have not been made public have taken over the Mt. Wilson stage line according to announcements in the daily papers. Daily stage service will be maintained between Los Angeles and the mountain top, with stops in Pasadena. The stage will carry mail daily between the Pasadena postoffice and Mt. Wilson.

WOMAN'S CLUB

Monday afternoon at the Woman's club was an occasion of much interest to those fortunate enough to be present, two very able speakers occupying the time devoted to the program and the first speaker, Dr. Kate Waller Barrett is a personage—one that Sierra Madre might well be proud to entertain. She is president of the National Florence Crittendon Association and also president of the National Women's Council, representing this latter organization at the Panama exposition. Her work there as this officer is the welfare and care of immigrant girls, particularly those girls having charge of, or connected with the foreign exhibits. Dr. Barrett is a very rapid and forceful speaker and was able to crowd into her brief 20 minutes' speech a wonderful amount of information, presenting it in a series of vivid intense word pictures, readily understood and not easily forgotten. At the close of her talk she mentioned the fact that she was an honorary member of 27 clubs and that if she could help any other club by becoming its member she would gladly do so. Therefore during her "rapid transit" from the stage to the club door on her way to catch the 3 o'clock car. She was voted an honorary member of the Sierra Madre Woman's club.

Mrs. Mattison B. Jones of Glendale, gave an interesting and practical talk on Political Science, as applied to Women's affairs, urging upon the Women's clubs a deeper interest in not only civic and state politics but national as well. Her speech was carefully planned and well written and her advice helpful to the many women who still look upon the ballot as a burden.

Mrs. Jones declares it the absolute duty of each woman to interest herself in politics since the cost of living makes it necessary for the ordinary man to work so hard for daily bread and butter that he has no time nor inclination for this line!

FINE RODEO TALENT

Wild West Riders to Take Part in Monster Pageant and Fiesta

Cowboys and cowgirls from all over the world are making their way to Los Angeles to participate in the big 1915 Rodeo, which the 1915 general committee of Los Angeles county is staging in connection with the series of magnificent pageants and La Fiesta de las Flores. Nine great days of carnival are promised starting May 1 and ending May 9.

Cash prizes aggregating thousands of dollars have been hung up to attract these experts from all over the world. The famous stars of the western film dramas have signed articles of entry, while the wildest and most daring horses of the world have been assembled for the occasion.

One thousand world famous cowboys, cowgirls, bronco busters, stage drivers, relay riders, pony expressmen, and others impersonating the famous figures of western fiction and history will take part in the mammoth spectacle. The Rodeo will revive the early days of the golden west, its glory, grandeur and splendor.

Three Parades

Three parades will open the celebration. On the morning of May 1, a world wonder historical pageant will be staged. "The Story of the Golden West" it is called. The same evening, the monster electrical parade "Queen Flora" will take place. On Monday, May 3, La Fiesta de las Flores, the great floral parade, will give pleasure to the hundreds of thousands of visitors who are expected.

The Rodeo proper will start Saturday afternoon, May 1, in the Stadium at Thirty-fifth and Hooper streets, Los Angeles, one of the largest open air amusement centers in the world.

THE MUSICAL NUT

Even Sierra Madre has a few specimens of the Musical Nut, as the genus is described by Irving S. Cobb, who says: "He is on terms of the utmost intimacy with the works of all the great composers. Bill Opus and Jeremiah Fugue have no secrets from him—none whatever—and in conversation he creates the impression that old Issy Sonata was his first cousin. He can tell you offhand which one of the Schuberts—Lee or Jake—wrote that Serenade. He speaks of Mozart and Beethoven in such a way a stranger would probably get the idea that Mote and Bate used to work for his folks. He can go to a musical show, and, while the performance is going on, he can tell everybody in his section just which composer each song number was stolen from, humming the original air aloud to show the points of resemblance. He can do this, I say, and, what is more, he does it."

ELIMINATING BUMPS

Work Under Way on County's Portion of Our Baldwin Avenue Approach

Work is at last under way on the improvement of that portion of Baldwin Avenue lying in the jurisdiction of the county. The work is the result of things set in motion by Supervisor Hamilton in response to requests from Sierra Madre.

When the work is completed the road will be in good shape about two-thirds of the distance from the Foothill boulevard to the Sierra Madre city limits. The remaining third of the road lies within the limits of Arcadia.

The work now in progress consists of breaking up and pulverizing the surface sprinkling and coating with oil and gravel. While it is only a surface oiling process it will make the road smooth and for some time to come will be a vast improvement over the former condition.

NEW CULVERT ORDERED

Not much longer will residents of the southwest part town have their lives endangered by the condition of the culvert on West Mariposa avenue. Harvey Steinberger has been awarded the contract by the city trustees for construction of a new concrete culvert, the price being \$245. Competition was keen on the job, the next bid being only \$10 higher.

WIND AND SPRINKLES

Wind and dust with a brisk sprinkling of rain made up a queer storm on Tuesday. High winds were reported from all over Southern California and while Sierra Madre escaped with little or no real damage, some other places were not so fortunate. Mr. Blumer's rain gauge showed a precipitation of 0.06 inch, making the total for the month 0.17 inch and for the season to date 23.74 inches.

Mrs. W. W. Collins entertained with a luncheon Saturday complimentary to her guest, Mrs. Mitchell of Pittsburgh, Pa. Covers were laid for eight guests.

Mr. and Mrs. C. F. Gray left Wednesday evening for San Francisco. After spending a week at the fair they will go east, making brief visits with relatives in Greeley, Colo., and Alton, Ill. Mr. Gray will spend several weeks at the headquarters of the Singer Manufacturing Company in New York and the factory in Bridgeport, Conn.

Sierra Madre friends were interested to hear of the marriage of Dr. Victor E. Stork and Miss Agnes D. Mullkey which took place at Las Cruces, New Mexico, on Monday. Dr. and Mrs. Stork visited the Grand Canyon and arrived in Sierra Madre on Thursday, where they will visit awhile before moving to Los Angeles which will be their future home.

CUT PRICE HOUSES PROVE THEIR OWN GOODS INFERIOR

If mail order houses and department stores believe all they claim about the superiority of their low priced goods, why don't they use the goods they sell in their own business? They advertise extravagant claims for the advantages of the goods they put out under their own brands. But when they want goods of the same class to use in their own business do they use the stuff they are offering their customers at such tremendous savings? Ten to one, they will use equipment of some standard trademarked brand. Why? Not because the price is low, but because of superior quality or efficiency they know they will save themselves money by using the best. Actual illustrations of such practices are related by David Powell in this week's article on the advantages of buying standard goods from your home dealers. The point he makes affords much food for thought on some of the things to be taken into consideration when tempted to yield to the lure of the big city department store and mail order house.

(Copyrighted by David Powell)

A trade mark is a copyrighted mark or label used by a manufacturer to distinguish his goods from those of other makers. It is to signify that he has used every effort to make his product superior to similar products on the market. That he believes he has done so, is evidenced by the guarantee he gives that all articles so labeled are warranted to give satisfaction. All manufacturers of trade mark goods authorize the dealers selling them to refund the full purchase price of any article that proves unsatisfactory to the buyer. This feature is of real dollars and cents value to the consumer, because this refund can always be easily and quickly secured by the dissatisfied buyer while he is in the frame of mind to demand it, at no expense whatever and very little trouble.

Why Not Standard?

Only a very few trade mark goods are sold by catalogue houses, and the reason for it is very apparent. A glance through their catalogues will show that such as they do have listed are priced just as high, transportation charges being taken into consideration as in the average up-to-date small town department store. As price is invariably their strong selling argument, they have quoted in their catalogue, substitutes of their own, which, on account of inferior quality and workmanship, they are able to sell considerably cheaper than even they, or the local dealer, could sell the article.

cle of standard make. The success of the mail-order houses of the country has been built upon the fundamental principle of selling cheap goods at cheap prices.

A case in mind that recently came under the observation of the writer quite clearly establishes this fact:

Cheapening Output

Waterloo is a manufacturing town of some 30,000 people situated in northeastern Iowa. A firm of that town manufactured a popular line of cream separators which had quite a sale throughout Iowa and adjoining states. A Chicago mail-order house conceived the idea of handling cream separators in their business, and accordingly offered to take this firm's entire output for a year. The terms were liberal and the offer was accepted.

The ink on the contract was hardly dry before the mail-order house sent an expert to Waterloo to cheapen the cost of production. He demanded less expensive material here, and less care in workmanship there, until the manufacturers declared in high wrath that the house might put out such cheap and shoddy separators if it liked, but their name and brand should never go on them.

How It Is Done

This is a fair sample of the factory methods employed by catalogue houses. They talk much about cheapening production. Well, they do cheapen it—by using shoddy materials and doing slovenly work. The result is an inferior class of goods, which, even though looking as well as similar lines of standard make which your home merchant sells, will not wear nor hold its pleasing appearance half so long.

I know of nothing that more clearly demonstrates the superior quality and dollar value of standard lines of trade marked goods than the fact that when the mail-order house requires service and wearing qualities in an article for their own use they buy one of the standard makes instead of taking one of their own from stock.

What They Use

After I had spent some five months traveling over the central states gathering the data for this series of articles, I had occasion to stop over in Chicago for several days and to help pass the time I concluded to inspect so far as I would be permitted, one of the big mail order houses whose main store is located there. I was very courteously received and I put in a most pleasant day going over their immense plant from cellar to garret. I saw, I think, the operation of the most wonderfully systematized business machine in existence. But above all things else, that which struck me most forcibly, was what to most visitors would have seemed very insignificant. Upon the top floor of the main building they have what is called the alteration room. There were fifty-two factory size sewing machine heads installed in the room, and every one of them bore the trade mark of the Singer Sewing Machine Company. This, in spite of the fact that they sell thousands of their "own brand" every year that they claim are the superior of any machine made.

In the Manager's Office

They also sell thousands of typewriters for which they claim the same surpassing merit, but, as I paid my respects to the manager upon completing my trip, and was thanking him for the courtesies extended, I made note of the fact that his private stenographer was operating an Underwood typewriter. To be perfectly fair, however, I must state that upon the main office floor they have girls operating machines of their own brand.

These are just a couple of little things to think about.

Service That Goes With Sale

The service given by the local dealer handling standard lines of trade marked goods, is a very important part of the value received in the purchase of all lines of supplies, but is very generally little appreciated by the prospective buyer.

Local dealers, in selecting their lines, always try and get the best, as their success in getting future business will depend largely upon the service and satisfaction given by the merchandise sold. For this reason price must be a secondary consideration in choosing his stock. Quality always has been, and always will be, the corner stone of commercial success.

There will be a regular meeting of the O. E. S. Chapter on Monday evening, April 19. All members are urged to be present. Refreshments will be served and a good time is anticipated.

A Missouri editor says he was solicited to join a lodge, and the application blank was printed at a cheap jobbing house in another town. He got a dun from a merchant in a government printed envelope, and written on a patent medicine statement. He made a purchase at a store and got a duplicate bill printed in an eastern city, and wrote a check to pay for it, the check being printed by a Denver printing house. And yet all of the business men concerned expected and repeatedly asked him to boost for trading at home.

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Brief Items of Interest

Mr. and Mrs. Merton Clark motored
to Long Beach on Sunday and spent
the day.

Mrs. J. W. Keys of Pasadena was
the guest of Mrs. E. M. Brooks at the
flower festival.

Mrs. J. C. Dickson and Miss Etta
Dickson are spending the week visit-
ing friends in Los Angeles.

Mr. and Mrs. F. R. Anderson and
family of Los Angeles were guests of
Mrs. N. T. Brown on Sunday.

Miss Gertrude Cook spent the week
end as the guest of Mrs. L. E. Arnold
of Estrella avenue, Los Angeles.

Miss Sarah Andrews of Highland
Park was the guest of Mr. and Mrs.
Walter S. Andrews at the flower show.

The Dickens Fellowship were de-
lightfully entertained at the home of
Mrs. Mary Goodfellow on Wednesday
afternoon.

Arthur Lytle of Los Angeles spent
the week end in Sierra Madre and at-
tended the Flower Show dance on Sat-
urday night.

Mr. and Mrs. E. C. Newton, who
have been spending the winter at Cy-
press Court, left on Thursday for their
home in Akron, Ohio.

The Eleven and One Club were de-
lightfully entertained by Miss Anna
Janson on Tuesday evening at her
home on Highland avenue.

Mrs. Paul Staples and little daughter
Marjorie of Oxnard have been spend-
ing the week in Sierra Madre as the
guests of Mrs. N. H. Hosmer.

Miss Rena Hathorn, accompanied by
Mrs. Stanley Armstrong of San Fran-
cisco, came up from Compton on Fri-
day and attended the flower show.

Mr. and Mrs. S. R. G. Twycross and
Mr. and Mrs. Convers L. Twycross mo-
tored to Ocean Park on Sunday and
spent the day at their cottage there.

On Saturday afternoon Mrs. Burton
Andrews will entertain the members
of the Dickens Fellowship with a
luncheon at her home in Los Angeles.

The next meeting of the Dickens Fel-
lowship will be held at the home of
Mrs. C. C. Montgomery, Mrs. Euclid
Martin of Oak Knoll being the hostess.

Mr. and Mrs. G. L. Leaming, Harry
Leaming, James Nichols and Miss
Maybelle Caley motored to San Ber-
nardino on Sunday and spent the day.

On Friday evening Mrs. Selma Meyer,
Miss Hersa Lee, and Miss Martha
Raleigh came up from Santa Monica to
attend the Flower Festival and con-
cert.

Frank R. Maxwell, vice-president of
the Thomas G. Plant Shoe Company,
of Boston, Mass., was the dinner guest
of Mr. and Mrs. C. H. Baker on Tues-
day evening.

V. L. Graham was pleasantly sur-
prised last Friday with a post card
showing the occasion being his 79th
birthday. Greetings were received
from many friends.

Mr. and Mrs. George E. Bernhard of
Palmyra, N. Y., and Mrs. Peter Bern-
hard of Ontario are visiting at the
home of Mr. and Mrs. C. C. Bodine and
Mr. John Thompson this week.

Miss Eleanor F. Atwood, a former
resident of Sierra Madre, attended the
flower festival on Friday. She formerly
lived with her uncle, Mr. Sprague
and family, in Dr. Bridges' house.

J. E. Delond of Racine, Wis., a
cousin of Mr. C. B. Reas, is a guest at
their home this week. He will spend a
short time in Sierra Madre visiting
and will then attend both of the fairs.

Capt. E. M. Copps and Marcus W.
Copps attended the Knight Templar
field day at Long Beach last Satur-
day. Capt. Copps having been a
Knight Templar for many years, spoke
very highly of the commanderies rep-
resented there.

Mr. and Mrs. F. H. Hartman and
Mr. and Mrs. J. D. Sparks motored to
Santa Monica on Wednesday and at-
tended the flower show there. The
flower show is being held at the beau-
tiful new club house, beginning on
Tuesday and lasting four days.

H. A. Smith departed on Thursday
morning for Iowa and Illinois. He is
one of the few survivors of the Mex-
ican war of 1846-47, and was a private
in the Sixth Illinois Infantry Regiment,
that went to Mexico, and in 1847 his
regiment, although never in a battle,
lost 33 of its number out of 99 enlisted
men. Mr. Smith is 85 years old.

A picnic party came out from Los
Angeles on the 9th of April in honor of
the 80th birthday of Mrs. A. M. Cary
of San Gabriel Court. All the guests
were formerly Illinois people and in-
cluded Mr. and Mrs. Ira B. Smith and
daughter, Dr. and Mrs. Chandler, Mrs.
Hackney and granddaughter of Los
Angeles, and Mr. and Mrs. William
Hackney and daughter and Mrs. James
of Delavan, Ill. A very delightful time
was enjoyed, Mrs. Cary being one of
the most active of the company.

Mr. and Mrs. T. H. Flather spent the
week end at San Diego.

Mrs. George Beck returned last week
from their ranch at Porterville, Cal.

Miss Eleanor Barnes was the flower
festival guest of Mrs. J. H. Nighten-
gale.

S. R. G. Twycross has rented the
Evans cottage to Mr. and Mrs. J. H.
Wress of Los Angeles.

Mrs. J. T. Hamer of Garvanza was
in Sierra Madre on business and vis-
iting friends on Thursday.

Miss Dorothy McBane spent several
days this week at Santa Monica as the
guest of Mrs. Charles Seeley.

Miss Theresa Wartinger of Dayton,
Ohio, was the guest of Mrs. S. G. Har-
less and daughter on Wednesday.

E. Waldo Ward left on Wednesday
for a trip up the coast. Mrs. Ward will
remain at their ranch home here.

Miss Jennie Brown of Los Angeles
was a guest of Mrs. S. G. Harless and
daughter at the flower show on Sat-
urday.

Mrs. J. J. Hart and Miss Elizabeth
Lee attended the Reciprocity Day pro-
gram of the Hollywood Club on Wed-
nesday.

Mr. and Mrs. G. P. Kelly and Mr.
and Mrs. George Gary left on Monday
for Sonoma county, to be gone for
some time.

Mr. and Mrs. Edward M. Copps and
Mr. and Mrs. Marcus Copps were the
luncheon guests of a nephew at Holly-
wood on Thursday.

Mrs. A. T. Whitson of Indianapolis,
Miss Lulu Moorman and Mrs. Frank
Wall of Long Beach were flower show
guests of Mrs. W. A. Evans.

Miss Gladys Adams of Los Angeles
spent the week end and attended the
flower festival dance as the guest
of Mr. and Mrs. George Kehel.

Mr. and Mrs. C. S. Montgomery who
have been visiting their son, Mr. C. C.
Montgomery, for several weeks, left
this week for their home in Omaha.

Mrs. S. H. Wilson of Cleveland, O.,
and Mr. Frank Wolf of New York City
were house guests of Mr. and Mrs.
Frank J. Hart of Villa Hill last week.

Sunday dinner guests of Mr. and
Mrs. Perry McKelvey were Mr. and
Mrs. C. I. Ritchey and Mr. and Mrs.
H. H. Grothhouse of Highland Park.

Mrs. E. T. Pierce is spending the
week in North Pasadena at the home
of Mrs. Horn, who was a traveling
companion of the Pierces while abroad.

Guests of Mrs. Samuel Stork the
past week were Mr. and Mrs. Eckhart
of Bellingham, Wash., Mrs. Bucking-
ton and Mrs. Gough of Providence, R.
I., and Mr. and Mrs. Cruthers of Paris,
France.

Mrs. L. L. Krebs and Miss Annis B.
Coffey attended a luncheon given by
the Cliff Dwellers Association on Tues-
day at the Hotel Gates, Los Angeles.
Mrs. Forbes of Pasadena gave several
delightful readings.

Guests at Cypress Court this past
week were: Miss Frances B. Ross,
Miss Jean Ross, Henrietta Stafford,
Mary A. Bewees, Mrs. Anna Kemman
and her mother, all of Long Beach, and
Miss E. A. Parker of Los Angeles.

Miss Clara Benedict, a cousin of
Prof. and Mrs. E. T. Pierce from New
York City, visited the flower show
with them and also stayed over the
week end. She expressed much delight
with the display of flowers and plants.

Mr. and Mrs. William Chaplin, who
have been visiting Mrs. Chaplin's
brother, M. D. Welscher, for several
months, left this week for their home
in Lockport, N. Y. They will visit the
fair at San Francisco on the way back.

Mrs. Elizabeth Borglum and Miss
Jeanne Danet were the guests of Mrs.
Edgar Camp at the Brahms Quintette
Club concert in Los Angeles last Fri-
day afternoon, afterwards dining with
Mr. and Mrs. Camp at the Maison Mar-
cel.

Guests of Mrs. F. H. Hartman dur-
ing flower show week were Mrs. W. H.
Shreeves of Santa Monica, Mrs. E. B.
Sunderland of Colorado Springs, Mrs.
A. T. Carter and daughter of Los An-
geles, and Mrs. Myrtle Dean and
daughter of Los Angeles.

Mrs. T. H. Flather wishes to thank
the young ladies who so kindly assisted
her at the punch booth during the
flower show and helped make that part
of the festival a success. The young
ladies were the Misses Durland, Apple-
by, Constant, Whitworth, Krebs and
Bravinder.

Two automobile loads of Hollywood
friends were the guests of the Cor-
nuelle family on East Grand View ave-
nue on Sunday. Those in the party
were Mr. and Mrs. Gunter, Nellie Gun-
ter, Florence Gunter, Raymond Gunter,
Robert Gunter, Mr. and Mrs. Ashtroh,
Marian Ashtroh, Rhea Ashtroh, and
Wallace Ashtroh, and Mr. and Mrs.
Borg of Los Angeles.

**Economy
Hints**

A penny saved is
a penny earned.—
Benjamin Franklin.

A TABLESPOONFUL of turpen-
tine boiled with white clothes
will greatly aid in the whiteen-
ing process. A teaspoonful of
borax put in the last water in which
clothes are rinsed will also whiten
them surprisingly. Pound the borax
so that it will dissolve easily. This is
especially good to remove the yellow
which time gives to white garments
that have been laid aside for two or
three years.

When colored muslin has become faded
and it is desired to bleach it white,
chloride of lime put in the boiling wa-
ter in the proportion of one table-
spoonful of lime to one quart of water
will effect the result.

Badly stained handkerchiefs can be
made as white as new if placed in a
vessel and covered with ammonia and
peroxide of hydrogen mixed with twice
the bulk of water. Let the handker-
chiefs soak and then wash them in the
usual manner. Often the gloves in tinted
shades discolor handkerchiefs, and this
process is one of the best for clean-
ing them.

To shrink cotton material place it
neatly folded in a tub of water and
allow it to remain until thoroughly
damp. Then hang it straight on the
line by placing the central fold on the
line. Pin it in many places so that the
material will not sag.

White goods may first be put in cold
water, brought to a boil, then hung on
the line. Let gingham and other col-
ored materials soak in lukewarm wa-
ter to which a little salt has been added
until all the folds are thoroughly
wet through, then take out, unfold
without wringing and dry quickly. Do
not iron.

Colored gingham and other cottons
should be soaked in cold salt water be-
fore washing and then washed in dis-
solved soap and warm water. If soap
is rubbed on the color is likely to fade.
Wash quickly and rinse in cold water.
The colors may be revived if a table-
spoonful of vinegar is added to the
rinsing water for red and pink. A
lump of dissolved ammonia will brighten
blue, and a lump of alum will revive
blue. Starch in thin boiled starch and
dry in the shade. When washing gingham
avoid strong soap, hot water, too
much rubbing, hot starch, and do not
dry in the hot sunshine. Do not wash
in hard water.

Pinks are liable to fade an ugly yellow-
blue and greens fade a clear
white. Yellow washes nicely, browns
look very clear, and mixed white and
blue looks fresh and bright, even when
slightly faded. Most lavenders and
tans wash well. Flowered materials,
ginghams and muslins, will not fade
if washed in this way: Make a gal-
lon of flour starch, straining it as
usual, pour half of it into two pails of
soft water and wash until clean. Put
the rest of the starch in the rinsing
water. Dry in the shade and iron on
the wrong side.

Cooked starch is much improved by
the addition of sperm or salt, or both,
or a little dissolved gum arabic. To
make a stiffening for black wash ma-
terials, boil two quarts of wheat bran
in six quarts of water for half an
hour. Let it get cold, then strain.
You will need neither soap nor starch
if this is used. If too thick add cold
water. This preparation will both
cleanse and stiffen. When starching
black lawn or organdie it is well to
add a little black dye to the starch.

When the family washing is large
much time, labor and fuel can be saved
if the following method is used: Take
a clean laundry or kitchen table, shake
out the bath towels and spread them
evenly on the table, then do the same
with hand and roller towels, then pil-
lowcases. Fold the sheets, placing
over all. Then cover with an ironing
sheet. Bring the table close to the
stove, so as not to lose time getting
hot irons. Then commence and iron
all underwear, stockings, tablecloths,
napkins and handkerchiefs, all except
starched clothes. Remove the iron-
ing sheet and all the flat work under-
neath will be as smooth as if sent to
the laundry. When laundering any ar-
ticle made of pongee iron it without
first sprinkling it and you will find that
it will look far newer and silkier than
when dampened and ironed in the
usual manner.

Dr. L. A. Perce of Long Beach died
last Friday as a result of a stroke of
paralysis suffered two weeks pre-
viously. Dr. Perce was a pioneer Long
Beach physician and was well known
to many Sierra Madre people.

Official Exposition and California
State series of poster stamps. Good
advertising to put on your mail mat-
ter, 10c for 36 stamps, in folder for
mailing, or can be used separately.
The News Printery. 22

Dr. A. J. Casner expects to be able
soon to devote all his time to his Sierra
Madre dental office. Call Green 100 for
appointments. 27-28

New lines of birthday cards and
folders just received. The News Print-
ery. 22

The Monrovia Steam Laundry is now
giving Sierra Madre a daily service.

PAY CASH and SAVE MONEY

Where we save you money, some
NORRIS' CASH STORE

Every Day Cut Prices

3 cans Campbell's Soup, our price	.25
2 cans Asparagus	.25
2 pkgs. Krinkle Corn Flakes	.15
2 cans Sego Milk, large size	.15
1 can Sliced Pineapples, No. 1 tall, reg. 15c	.10
6 bars Ben Hur Laundry Soap	.25
6 lbs. Sal Soda, our price	.10

Specials for Saturday Only

1 lb. Best Creamery Butter	.29
25c can Tuna, Panama Brand	.18
Our special price for 2 cans	.35
90c bot. Old Mission Olive Oil, highest gr.	.70
Swift's Premium Bacon, reg. pr. 40c lb.	.32
Swift's Silver Leaf Lard, the lb.	.15

"CASH BEATSCREDIT."

PHONE BLACK 12

S. R. NORRIS, Prop. of the
Sierra Madre Dept. Store

Business Notice!

Say Mr.—that new home you intend to build,
let us consult you as to plans and costs. We
can show you dozens of fine bungalows Mr.
Thompson has built, both in Monrovia and Los
Angeles. And Tucker knows how to decorate
them in fine shape.

Thompson & Tucker

Builders and Contractors

Established in Sierra Madre 1888

Office, Baldwin Ave., near P. E. Depot Residence Suffolk Avenue
Phone Blue 75 Phone Green 80



WHEN you hear your neighbor say that "So-and-so" carries the
finest grade of flour—the kind that makes good bread and
good cakes—you naturally get interested. Flour is the most
important article of food in the household. We carry
only brands that have stood the test of years and
that we can fully vouch for personally.

A. E. Griggs
GROCER

Main 46

Bank Bldg.

Sierra Madre Realty Co.

L. DIETZ, Manager

No. 10 North Baldwin Ave. Opposite P. E. Station

Real Estate for Sale, Rent or Exchange

**Insurance, Loans
Investments**

Office, Green 22

Residence, Red 24

New Laces Arriving

Worth your critical inspection—Nets, All-overs, Val-
enciennes, Torchons, Silks and Cottons—all widths—
All new laces at our regular low prices.

Standard make hose—Wayne knit, Onyx
and Radmoor brands—cotton, lisle, silks

Herman R. Hertel
Dry Goods

Fair Oaks 407

PASADENA

41-47 N. Raymond

John Barleycorn

Six reels showing Jack London's
famous story. Don't miss it

Seven Big Reels In All

Woman's Club House

Saturday, 7:30 P. M.

Adults 15 Cents

Children 10 Cents

Something you have been looking for

New Sub-Division among the live oaks at the mouth of the Sierra Madre Canyon overlooking the valley---very sightly---the choicest of the canyon properties. Every lot has an unobstructed view. Every lot has one or more live oak trees.

Prices, \$250.00 Up

Let us show you this property. Don't delay as there are only 11 lots

ANDREWS & HAWKS

27 N. Baldwin

Real Estate Loans Rentals Insurance

Exchange 2

Can You Beat This

Six-room house with bath, small barn, large shade trees. Lot 67x150. North of car line.

Price Only \$1000

This is your chance for this week

Evangelistic Meetings

To Be Held in the Tent at Baldwin and Montecita

Beginning, D. V., Sunday, April 18

At 3 p. m., and continuing every evening at 7:30 excepting Sunday.

The object of these meetings is to present the Gospel of the grace of God, a theme that seems almost forgotten in these days of new and strange doctrines.

"As ambassadors for Christ, we beseech in Christ's stead, be ye reconciled to God. For he hath made him to be sin for us who knew no sin, that we might be made the righteousness of God in him."—2 Corinthians 5:20, 21.

A hearty invitation extended to all. No collections taken

Stop Over at the Fair

10 Days Stopover

Allowed at Los Angeles, San Francisco or Oakland on all one way tickets reading through these points to or from points beyond the California state line, and reading over the Southern Pacific lines out of stopover point at any time until December 4, 1915.

Southern Pacific Service to San Francisco Is Supreme

Seven trains daily, including the fast OWL and LARK.

Coast and Valley lines. Daylight train on Coast line.

SOUTHERN PACIFIC
"The Exposition Line, 1915"



S. R. G. TWYLCROSS

TRANSFER, AUTO AND CARRIAGE SERVICE

Real Estate, Insurance, Loans, Notary

Res. Black 11. Office Green 2 Baldwin and Central

Peg o' My Heart

By J. HARTLEY MANNERS

A Comedy of Youth Founded by Mr. Manners on His Great Play of the Same Title - Illustrations From Photographs of the Play

Copyright, 1913, by Dodd, Mead & Company.

SYNOPSIS.

Frank O'Connell, young Irish patriot, is shot and wounded by British soldiers while making a home rule speech. He is aided by Angela Kingsnorth, an English society girl, who defends him.

Angela takes O'Connell to her brother's home and helps to nurse him. He recovers, and he and the girl become fast friends.

Peg goes to the home of the Chichester family in England at the direction of Mr. Hawkes, Kingsnorth's attorney, as Kingsnorth suddenly dies.

She first meets Ethel Chichester and Brent, a married man in love with Ethel. She interrupts them by accident in a secret meeting.

Hawkes arrives and reads the Kingsnorth will. It leaves most of the fortune to Peg and offers liberal pay to any one who will undertake her education and social training.

Mrs. Chichester finally agrees to bring up Peg in return for the money promised, although she openly despises the shabby young girl.

Peg is heartbroken at the cold reception given her by the Chichester family. She is much impressed, however, by the luxury of her surroundings.

CHAPTER XIX.

Peg and Jerry.

PEG went haphazardly around the room examining everything, sitting in various kinds of chairs, on the sofa, smelling the flowers, and wherever she went Jerry followed her at a little distance.

"Are you going to stay here?"

"Mebbe I will and mebbe I won't."

"Did your aunt send for you?"

"No, me uncle me Uncle Nat."

"Nathaniel Kingsnorth?" cried Jerry in amazement.

Peg nodded.

"Sleepin' in his grave, poor man."

"Why, then, you're Miss Margaret O'Connell?"

"I am. How did you know that?"

"I was with your uncle when he died."

"Were ye?"

"He told me all about you."

"Did he? Well, I wish the poor man 'ud ha' lived. An' I wish he'd a' thought o' us sooner he with all his

money an' me father with none an' me his sister's only child."

"What does your father do?"

Peg took a deep breath and answered eagerly. She was on the one sub-

candles on Our Lady's altar. He cried then, he did. An' when I left him to come here on the ship--an' then only--the last minute."

In a moment she went on again:

"I cried myself to sleep that night. I did. An' many a night, too, on that steamer."

"An' I wish I hadn't come--that I do. He's missin' me every minute--an' I'm missin' him. An' I'm not goin' to be happy here anyther."

"I don't want to be a lady. An' they won't make me one, ayther, if I can help it. 'Ye can't make a silk purse out of a sow's ear,' that's what me father always said. An' that's what I am. I'm a sow's ear."

She stopped.

"I'm afraid I cannot agree with you."

She looked up at him and said indifferently:

"That's what I am. I'm a sow's ear."

"When the strangeness wears off you'll be very happy. You're among friends."

Peg shook her head and said bitterly:

"No, I'm not. They may be relations, but they're not me friends."

He turned to Peg and said:

"When they really get to know you, Miss O'Connell, they will be just as proud of you as your father is as I would be."

Peg looked at him in whimsical astonishment: "You'd be? Why should you be proud of me?"

"I'd be more than proud if you'd look on me as your friend."

"A friend is it?" cried Peg warily.

"Sure I don't know who you are at all," and she drew away from him. She was on her guard. Peg made few friends. Why this man calling him self by the outlandish name of Jerry should walk in out of nowhere and of fer her his friendship and expect her to jump at it puzzled her. Who was he?

"Who are ye at all?" she asked.

"No one in particular," answered Jerry between gasps.

"I can see that," said Peg candidly.

"I mean what do ye do?"

"Everything a little and nothing really well," Jerry replied. "I was a soldier for awhile; then I took a splash at doctoring, read law, civil engineering in South America for a year; now I'm farming."

"Farming?" asked Peg incredulously.

"Yes, I'm a farmer."

Peg laughed as she looked at the well-cut clothes, the languid manner and easy pose.

"It must be mighty hard on the land and cattle to have you farmin' them," she said.

"It is," and he too laughed again.

She started up the staircase leading to the maine room.

Jerry called after her anxiously:

"No, no, Miss O'Connell! Don't go like that."

"I must," said Peg from the top of the stairs. "What will I get here but to be laughed at an' jeered at by a lot of people that are not fit to even look at me father? Who are they, I'd like to know, that I mustn't speak his name in his presence?"

Suddenly she raised her hand above her head, and in the manner and tone of a public speaker she astounded Jerry with the following outburst:

"An' that's what the Irish are doin' all over the wurld. They're driven out of their own country by the English an' become wanderers on the face of the earth, an' nothin' they ever earn 'll make up to them for the separation from their homes an' their loved ones!" She finished the peroration on a high note and with a forced manner such as she had frequently heard on the platform.

She smiled at the astonished Jerry and asked him:

"Do ye know what that is?"

"I haven't the least idea," he answered truthfully.

"That's out of one of me father's speeches. He father makes grand speeches. He makes them in the cause of Ireland."

"Oh, really! In the cause of Ireland, eh?" said Jerry.

"Yes. He's been strugglin' all his life to make Ireland free, to get her home rule, ye know. But the English are so ignorant. They think they know more than me father. If they'd do

ject about which she could talk freely--all she needed was a good listener. This strange man, unlike her aunt, seemed to be the very person to talk to on the one really vital subject to Peg. She said breathlessly:

"Sure me father can do anything at all except make money. An' when he does make it he can't kape it. He doesn't like it enough. Nayther do I. We've never had very much to like but we've seen others around us with plenty, an' faith, we've been the happiest--that we have."

"There have been times when we've been most starvin', but me father never lost his pluck or his spirits. Nayther did I. When times have been the hardest I've never heard a word of complaint from me father nor seen a frown on his face. An' I'm sick for the sight of him. An' I'm sure he is for me--for his 'Peg o' My Heart,' as he always calls me."

She uncovered her eyes as the tears trickled down through her fingers.

"Don't do that," he said softly as he felt the moisture start into his own eyes.

"I don't often cry," she said. "Me father never made me do it. I never saw him cry but twice in his life--once when we made a little money an' we had a mass said for me mother's soul an' we had the most beautiful

Annual Strawberry Festival

and Products Pageant

Gardena, Saturday, April 24th

The Gardena-Moneta-Bridgedale District is the leader in the production of Strawberries and this annual festival is a demonstration of more than unusual size of their great product

Free Berries for All Visitors

Amusements for All

REACH GARDENA QUICKLY BY

PACIFIC ELECTRIC RAILWAY

NOTICE INVITING BIDS FOR PUBLIC WORK

Casing and Drilling of Well

Pursuant to statute and to resolution of the Board of Trustees of the City of Sierra Madre directing this notice, said Board of Trustees hereby invites proposals or bids which will be received by C. H. Perry, City Clerk, at the City Hall in Sierra Madre, Cal., until 7:30 o'clock p. m., April 22nd, 1915, when they will be publicly opened and read, for the following labor and material for casing and drilling in Well No. 2, in Lot 10, of the Sierra Madre Tract, in said City of Sierra Madre, Cal.:

(a) Approximately 190 feet of Double 30 inch Casing furnished and placed in Well No. 2; approximately 290 feet of Double 26 inch Casing, furnished and placed in said 30 inch casing.

(b) Drilling and casing with Double 26 inch Casing to an additional depth as approved by the Board of Trustees.

(c) Rebate on 26 inch Casing removed.

Proposals for this contract shall be accompanied by a certified check for

10% of the amount of the bid made payable to the City of Sierra Madre.

Plans, Specifications and Bidding Blanks may be seen or secured at the office of the City Clerk, or from Wm. F. Bixby, City Engineer, 502 Mason Bldg., Los Angeles, Cal. All bids shall be on the blanks provided therefor.

The Board of Trustees reserves the right to reject any or all bids, should it deem this for the public good, and shall reject all bids other than the lowest regular bid by a responsible bidder.

C. H. PERRY, City Clerk.

WM. F. BIXBY, City Engineer.

Dated, April 6th, 1915.

10% DISCOUNT ON LAUNDRY

Try the "holdover" collected Friday and delivered Tuesday, and get 10 per cent discount. Phone Monrovia 87 at our expense for driver.

MONROVIA STEAM LAUNDRY.

Beautiful new designs in place cards and bon bon holders at the News Printery.

(Continued next week)



—of every man

to himself—to his family—to Society—is to work and save.

—that fact is not to be denied—and to that man we offer a financial service that will be of great assistance in anything he undertakes.

—we welcome deposits of one dollar or more in opening accounts.

**First
National Bank**

**Crown City
Laundry**

Daily Service for Sierra Madre

**Wet Wash
Rough Dry Work
Dry Cleaning**

All Work Guaranteed

CARL E. OTT Res. Phone Black 68

"Thought of You" Poster Stamps are just the thing to stick on packages or mail matter. Get them at the News Printery.

THE SIERRA MADRE NEWS

By GEORGE B. MORGRIDGE

PUBLISHED FRIDAYS

SUBSCRIPTION \$1.50 YEARLY

ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT SIERRA MADRE, CALIFORNIA

OFFICE, ROOM G, KERSTING COURT

OPPOSITE PACIFIC ELECTRIC STATION

TELEPHONE BLACK 42, UNIVERSAL LONG DISTANCE CONNECTIONS

FRIDAY, APRIL 16, 1915

EDITORIAL CHAT

IF AT FIRST YOU DON'T SUCCEED

What has become of the beautiful scheme of co-operation which the city fathers of Sierra Madre and Arcadia started to work out a few months since? The problems which engaged their attention have not diminished in importance. There has been no apparent break in the friendly relations which were avowed. Is everyone waiting on the other fellow? Dry weather is the time to get busy and prevent repetition of the troubles which brought us together before.

GIVE US A CHANCE

Sierra Madre's desire to have assembly Bill No. 634 so amended as to include the Big Santa Anita canyon among the possible highway routes between Los Angeles and the Antelope is fair to all concerned and entirely sensible. The bill appropriates \$100,000 for a highway, to be used with at least an equal amount spent by the county. The alternative routes named are Mint Canyon, Arroyo Seco and San Gabriel canyon. Inclusion of Santa Anita canyon would merely give us a chance to prove the superiority of that route when the final choice is made.

LIKES PARK PROJECT

In Congressman Randall will be found an interested friend of matters connected with our forest reserve. He was greatly impressed with the idea of forming a national park out of a portion of the Angeles reserve when it was mentioned to him during his Sierra Madre visit last week. He wanted to get all the data available and immediately concurred in the belief that a great national playground could be created which will be unique in lying so close to a large center of population. Incidentally, the fact that

Uncle Sam is so poor that the forest service has to beg assistance and funds from little towns like Sierra Madre for fire protection and trail work, was a revelation that may spur Mr. Randall to strenuous efforts to bring about a change in that policy.

NO CHANGE IN SIGHT

Success of a Chicago municipal ticket bearing their party label has thrown a lot of Republican periodicals into convulsions of joy. They see in it promise of a return to Republican national control in 1916. Let them hug their delusion. The Chicago campaign was fought on local issues. The two tickets were backed by fusions of so many elements as to rob the fight of real party character. If we really believe the Standpat journals, we may now expect the principality of Chicago to erect a high tariff wall around the city, fortify its borders and send invading forces into Mexico to show the national administration how it ought to be done. Which is about as foolish as to accredit any such desires to the nation as a whole. People generally are still trusting the man in the White House. Things may not be as they want them but just at present there is no other man in sight to whom they are ready to entrust control of national affairs.

—G. B. M.

NOTICE OF IMPROVEMENT

NOTICE IS HEREBY GIVEN that the Board of Trustees of the City of Sierra Madre, on March 25, 1915, passed Ordinance of Intention No. 196, to order the following work to be done in said city, to-wit:

That Central Avenue, a public street of the City of Sierra Madre, be widened in certain portions thereof, lying between Lima Street and Hermosa Avenue, so as to make said portion of Central Avenue of a uniform width of 80 feet.

That the land necessary and convenient to be taken for the improve-

ment, described in Section 1 hereof, is situate in the City of Sierra Madre, County of Los Angeles, State of California, and more particularly described as follows, to-wit: All that portion of Lots One (1), Two (2), Four (4), Five (5) and Six (6) of Block "A," Spaulding and Pinney Tract, as per map recorded in book 11, page 5, Miscellaneous Records of Los Angeles County, California, lying south of a line parallel and 40 feet north of the center line of Central Avenue.

That the boundaries in the district of the City of Sierra Madre, County of Los Angeles, State of California, to be benefited by said improvement and to be assessed to pay the expenses thereof, and to be known as the "Assessment district," are hereby fixed as follows:

Property fronting on Central Avenue including all abutting lots to their full depth, north and south on said Central Avenue from Baldwin Avenue to Sierra Madre Avenue, being approximately one-half the blocks north and south of said portion of Central Avenue, said district being more particularly described in Ordinance No. 196.

Reference is hereby made to said Ordinance of Intention for further particulars.

A. M. UDELL,
Street Superintendent.

Dated April 16, 1915.

5% DISCOUNT ON LAUNDRY
Buy a coupon book and get 5 per cent discount on your laundry. Books of \$3.00, \$5.00 and \$10.00 denominations.

MONROVIA STEAM LAUNDRY.

News Liners

FOR SALE—Stone tomato plants, 10c doz.; Drummond's cabbage plants, 10c doz.; sweet potato plants, 15c doz. Arthur Evans, Phone Green 16.

FOR SALE—One gas plate, with two burners and simmer; one wood and coal stove with water coils, a dandy. Phone Black 1. 29*

FOR SALE—Rhode Island Red year-old hens, fine layers; also coop and runs. Am leaving town. Albert S. Gould, 37 Victoria Lane. 29*

WANTED—Competent lady with child wishes position as housekeeper where there are no children. Address Box 303, Sierra Madre. 29*

WANTED — Housekeeping by the month, also ironing or plain sewing by the day. Address or phone Mrs. Amelia Jensen, Helping Station. 29*

FOR RENT—Furnished bungalow at 375 W. Grand View, \$35 month. T. H. Graham, phone Black 1. 27

Builders' Hardware Roofing Sheet Metal Work Plumbing

Bring In Your Specifications
for Estimates

**Sierra Madre
Hardware Company**

Phone 98

Awnings and Porch Curtains

Having installed a new power sewing machine especially designed for sewing such heavy materials as tents, awnings and auto tops we can now take care of all your needs in that line. We will take the measurements and make them up right in our own store.

Let us figure with you on your awnings for summer comfort

Bergien Brothers

Phone Blue 68

87 W. Central

The NEWS - Job Printing

Edison Bargain Day Campaign

A \$5.00 Combination Cooker Going for \$3.35
Cut the Coupon and Save \$1.65 During Sale

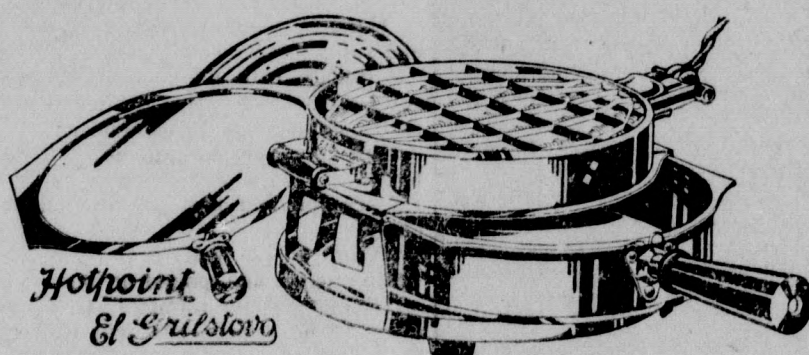
*The Edison Bargain Day
Campaign begins*

Thursday, April 1

and will continue until

May 8th

If the supply of Combination Cookers holds out. Only a limited number of these have been sent to a district. So cut the coupon from this ad and be in line at our office on April 1st.



This Coupon Guarantees

the delivery of one COMBINATION COOKER (regular price \$5.00) to

Mrs. _____

_____ Street

at the introductory price of \$3.35. Delivery to be made on or about May 3rd, 1915.

Southern California Edison Co.

The Combination Cooker and What It Will Do

It will cook two things at one time above and below the glowing coil; toast five slices of bread at one time; broil bacon, steak and chops; bake pancakes quickly and perfectly. It is a combination of all the successful electrical cooking appliances, and is the biggest value for the money ever offered. It is clean, cool and convenient and is a practical appliance for cooking and serving at the table. It is especially adapted for cooking light luncheons and for breakfast. During the summer days it will prove a blessing to the housewife and will do much to eliminate drudgery. It is light and portable and can be taken with you on your summer vacation.

*Listen to Our Salesmen
They Can Tell You All About the
New Electric Cooker*

Southern California Edison Company

Telephone Main 6

Monrovia, California

426 S. Myrtle Ave.